

# Program Planning Template

## 2014 – 2017 Programs

### GY 4 – 6; EY 7 - 9

Program Applicable for: Ameren \_\_\_\_\_ ComEd \_\_\_\_\_ DCEO   x    
Nicor \_\_\_\_\_ People's Gas/North Shore Gas \_\_\_\_\_

Program Name	Lights for Learning® (2014 through 2017)
Objective	<p>Achieve electricity savings by promoting use of ENERGY STAR® qualified CFLs, LEDs and other energy-efficient measures.</p> <p>Help develop market for specialty market CFLs and LED products.</p> <p>Provide fundraising opportunity for schools.</p> <p>Provide public education on energy savings, environmental and economic benefits of CFLs and other energy-efficient products, as well as education on behavioral changes which deliver energy savings.</p>
Target Market	K-12 Students
Program Duration	Ongoing; offered each school year since 2003-04 school year and proposed for the next three-year EEPS plan.
Program Description	<p>The Lights for Learning™ program has concluded its ninth successful year. The program is sponsored by the Illinois Department of Commerce and Economic Opportunity (DCEO) and is administered by the Midwest Energy Efficiency Alliance (MEEA). In coordination with MEEA, the Lights for Learning program has been implemented by Applied Proactive Technologies, Inc. (APT). The goals of the program remain consistent focusing on in-school presentations, school and organization fundraisers, and a curriculum component for further student/educator instruction. Each portion of the program is designed to educate children on the benefits of energy efficiency, energy conservation, and the National ENERGY STAR® campaign.</p> <p>The Lights for Learning® (L4L) program gets students excited for energy-efficient actions, stimulates awareness of energy conservation methods, and educates students to become the next generation of environmentally aware citizens. The program uses group education reinforced through the sale of compact fluorescent light bulbs, LEDs, and other energy-saving products.</p> <p>Through L4L, K-12 students sell energy-efficient products including ENERGY STAR® qualified CFLs, LED light bulbs, LED holiday light strands and night lights, and other energy efficiency products; rather than traditional school fundraising items such as candy and gift wrap. Sales are through take-home order forms, organized booth sales at school or community events, or permanent sales kiosks. Periodic contests encourage students to apply their creativity toward developing videos and posters promoting energy efficiency.</p> <p>By promoting energy-efficient products and practices in their neighborhoods and through dinner-table conversation at home, the children become community energy efficiency educators. The habits that students adopt through the Lights for Learning fundraiser and educational programing make energy-conscious and environmentally-aware choices an integral part of the rest of their lives.</p>
Eligible Customers	Public and private schools throughout the entire state of Illinois, primarily those organizations in ComEd and Ameren Electric territories, although a Trust Fund grant allows MEEA to cover all areas of the state.

Program Name	Lights for Learning® (2014 through 2017)
Eligible Measures	<p>Eligible Measures are:</p> <ul style="list-style-type: none"> <li>• 14 Watt Spiral</li> <li>• 19 Watt Spiral</li> <li>• 23 Watt Spiral</li> <li>• 14 Watt Capsule 2 Pack</li> <li>• 14 Watt R - 30 Reflector</li> <li>• 33 Watt 3 - Way</li> <li>• 19 Watt 3 Pack</li> <li>• Sample Pack (14W, 19W, 23W)</li> <li>• CFL Desk Lamp</li> <li>• 14 Watt Globe</li> <li>• 5 Watt Mini Candelabra</li> <li>• LED Nightlight</li> <li>• LED Nightlight 3 Pack</li> <li>• LED Holiday Light Strand White</li> <li>• LED Holiday Light Strand Multi</li> <li>• TCP LED Par 20</li> <li>• Philips Endura LED A 19</li> <li>• TCP LED Par 30</li> <li>• Belkin Conserve Socket</li> <li>• BITS Smart Power Strip</li> </ul>
Implementation Strategy	<p>MEEA negotiated the best price through Energy Federated Inc. for efficient lighting products allowing schools to sell at a competitive price and receive 50% profit through a DCEO incentivized buy-down structure. APT partners with MEEA to provide program implementation. Recruited school groups host an optional kick-off presentation or assembly tailored to meet the needs of each group. The assemblies include activities such as hands-on lighting demonstrations, energy bike display, Q&amp;A sessions, and home energy audit information. APT and MEEA work in concert to supply marketing material, follow up, sales support, and final program award presentations. Individual sales incentives, such as program t-shirts and participation certificates, are provided. During GY4, the program will look toward offering revised curriculum and presentations targeted to narrower age groups, and into mixing up the items available through the fundraiser.</p> <p>The majority of participating schools and organizations within the Lights for Learning Program request in-school educational presentations. Each presentation is tailored to meet the specific age level of the students keeping in mind the students' ability to understand key concepts as well as to consider the relative attention span of the students involved. Presentations range in size from small classroom style presentations averaging 18-24 students to whole school presentations of more than 400 students. Often, the Lights for Learning educational presenter provides multiple presentations throughout the course of a day.</p> <p>Once again, Lights for Learning was able to offer incentives to students participating in the fundraiser. Each student, regardless of the number of CFLs sold, received a Lights for Learning 'lighten up' backpack. Students who sold \$25.00 or more in fundraiser products received Niambi along with the backpack. Niambi is our newly adopted endangered Sierra Nevada Red Fox stuffed animal who sports her own Lights for Learning bandana. Other fundraiser awards vary. Each participating school also receives a certificate of participation.</p>

<b>Program Name</b>	<b>Lights for Learning® (2014 through 2017)</b>
<b>Marketing Strategy</b>	<p>Marketing is accomplished through several pathways:</p> <ol style="list-style-type: none"> <li>1.) Attendance at conferences, teacher workshops, and community events- Attendance at public facility/school conferences and outreach events to increase overall uptake.             <ol style="list-style-type: none"> <li>a. Direct contact with educators and fundraiser coordinators allows potential participants to become acquainted with the key components of our successful education and outreach presentations, to explore the cost and energy-saving benefits of participating in the fundraiser, to peruse the curriculum components offered through the program, and even test out the energy bike.</li> <li>b. Follow up includes letters and cold calls. Each contact receives pertinent program information including overall Lights for Learning program specifics, contact information, CFL disposal information, answers to frequently asked questions, and practical energy saving tips.</li> </ol> </li> <li>2.) Targeted outreach by utility territory/income levels – In order to ensure adequate statewide coverage, outreach is conducted to specific schools that qualify as low-income or are in underserved utility areas.</li> <li>3.) Monthly newsletter- Reaches educators who have expressed interest in L4L or participated in the past.</li> <li>4.) Annual contests- the Do Your Part Poster Contest (in conjunction with the ENERGY STAR Change a Light Campaign), Wild About Poetry Contest (in Conjunction with Brookfield Zoo), and How Do You Shine Like an Energy Star? Video Contest help to engage students and spread the word about L4L.</li> </ol>

Program Name	Lights for Learning® (2014 through 2017)			
Incentive Levels	Measure	Incentive Level		
	14 Watt Spiral	\$	2.50	
	19 Watt Spiral	\$	2.75	
	23 Watt Spiral	\$	2.50	
	14 Watt Capsule 2 Pack	\$	2.05	
	14 Watt R - 30 Reflector	\$	2.65	
	33 Watt 3 - Way	\$	4.75	
	19 Watt 3 Pack	\$	1.73	
	Sample Pack (14W, 19W, 23W)	\$	1.50	
	CFL Desk Lamp	\$	9.00	
	14 Watt Globe	\$	2.15	
	5 Watt Mini Candelabra	\$	3.85	
	LED Nightlight	\$	2.00	
	LED Nightlight 3 Pack	\$	2.08	
	LED Holiday Light Strand White	\$	8.75	
	LED Holiday Light Strand Multi	\$	8.55	
	TCP LED Par 20	\$	9.25	
	Philips Endura LED A 19	\$	15.90	
	TCP LED Par 30	\$	16.75	
	Belkin Conserve Socket	\$	4.80	
BITS Smart Power Strip	\$	12.50		
Milestones	Success will be measured by number of schools recruited and energy saved as compared to previous years. While numbers have been down the past two program years, we intend to revamp the curriculum component and presentations and continue to spread the word on new offerings in order to increase participation. We plan to increase fundraiser sales next year to over 19,000 items. We have increased the number of students presented to each year and plan to continue on this track.			
Estimated Participation				
		Year 1 Participation	Year 2 Participation	Year 3 Participation
	Total Students Presented To	24,000	24,300	24,500
	Total Fundraisers	180	180	180
	Total Presentations	290	290	290
	Total Products Purchased	19,093	19,093*	19,093*
*Subject to fluctuation due to incentive funding levels.				

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Estimated Budget	<table><tr><th colspan="5">Electric Budget Information Total Program</th></tr><tr><th>Budget Category</th><th>Year 1</th><th>Year 2</th><th>Year 3</th><th>Total</th></tr><tr><td>Program Implementation</td><td>\$336,001</td><td>\$336,001</td><td>\$336,001</td><td>\$1,008,004</td></tr><tr><td>Portfolio Admin</td><td>\$44,441</td><td>\$44,441</td><td>\$44,441</td><td>\$133,324</td></tr><tr><td>Incentives</td><td>\$63,970</td><td>\$63,970</td><td>\$63,970</td><td>\$191,909</td></tr><tr><td>Total</td><td>\$444,412</td><td>\$444,412</td><td>\$444,412</td><td>\$1,333,237</td></tr></table>	Electric Budget Information Total Program					Budget Category	Year 1	Year 2	Year 3	Total	Program Implementation	\$336,001	\$336,001	\$336,001	\$1,008,004	Portfolio Admin	\$44,441	\$44,441	\$44,441	\$133,324	Incentives	\$63,970	\$63,970	\$63,970	\$191,909	Total	\$444,412	\$444,412	\$444,412	\$1,333,237																								
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Other Program Metrics	Number of unique schools/organizations participating annually in the fundraiser and/or presentations, number of presentations annually, number of students fundraising annually, number of fundraising items sold annually, annual school fundraiser proceeds, number of schools participating by targeted areas/ utility territory, and the number of students presented to annually.																																																						
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